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WUE01-0110

**A. Cover Sheet** (Attach to front of proposal.)

1. Specify: ☐ agricultural project or ☐ individual application or  
☒ urban project ☐ joint application
2. Proposal title—concise but descriptive: Public Information Program
3. Principal applicant—organization or affiliation: California Water Awareness Campaign
4. Contact—name, title: Lynne Wichmann, Campaign Coordinator
5. Mailing address: 910 K St. Sacramento CA 95814
6. Telephone: 916-325-2596
7. Fax: 916-325-4849
8. E-mail: lwac@acwanet.com
9. Funds requested—dollar amount: \$ \$750,000 - \$250,000 in 2001, 2002, 2003
10. Applicant cost share funds pledged—dollar amount: \$ 150,000 - 200,000 per year
11. Duration—(month/year to month/year): 6/2001 to 6/2003
12. State Assembly and Senate districts and Congressional district(s) where the project is to be conducted:  
ALL
13. Location and geographic boundaries of the project: Statewide
14. Name and signature of official representing applicant. By signing below, the applicant declares the following:  
 — the truthfulness of all representations in the proposal;  
 — the individual signing the form is authorized to submit the application on behalf of the applicant;  
 — the applicant will comply with contract terms and conditions identified in Section 11 of this PSP.
- Lynne Wichmann  
 (printed name of applicant)
- Lynne Wichmann  
 (signature of applicant)
- 6-15-01  
 (date)

## **B. Scope of Work**

*1. Background:* A majority of the public's involvement with water begins and ends at the tap. Few understand or appreciate the role their local water agency, company, city or county plays in providing safe drinking water for their communities or the challenge that comes with that commitment.

The California Water Awareness Campaign (CWAC), conducted by major water organizations and government entities for the past fourteen years, plans to initiate a new, precisely focused water awareness program that helps water suppliers fulfill a number of urban water BMPs. The program will also reach to rural areas of the state.

The year 2002 will mark the 15<sup>th</sup> anniversary of the CWAC. To kick off this year, the CWAC will develop and implement a comprehensive public education campaign to increase public understanding and appreciation of water resources. This new program will complement past CWAC efforts and will consist of public relations efforts, educational materials for teachers, scholarships, and a web site for Internet users. The program will produce materials that can be used by individual water agencies and will also develop materials used in a statewide media approach. CALFED funding will allow for media purchases to further promote a water conservation campaign. The program will include television and radio ads, movie theater ads, print ads, and transit ads. All components of the campaign will follow the same theme and visuals throughout its messages.

CWAC will also continue its educational efforts by developing a continuing series of booklets for use by 4-6 grade teachers. An initial booklet on "Water – Sources and Uses" (working title) is underway for this year's campaign. The booklet is designed to meet state teaching standards. Four additional booklets are planned and will focus on more specific information on water sources, water uses, water conservation and water quality.

CWAC will continue to upgrade its web site, [www.wateraware.org](http://www.wateraware.org), to provide opportunities to allow the general public additional Internet access to water awareness and conservation measures.

Objectives of the public education campaign are to create a better understanding and appreciation for water resources, encourage the public to participate in restoration of the Bay-Delta through decreased water use, increase understanding of the Bay-Delta system and encourage wise use of its resources, change behavior as it relates to water conservation.

2. There is also a need for this type of comprehensive campaign to benefit California water agencies. Many water agencies want and need a public education plan but don't have the resources on their own to produce them. The CWAC's campaign will provide the water agencies a low or no cost alternative.

A national research project conducted in 1998 by the National Environmental Education & Training Foundation found that a well-informed public has a greater capacity for acting in the interest of the environment. This finding demonstrates that public support for an idea or a value can only come by building an understanding of the issue.

In a 1996 report to Congress, the National Environmental Education Advisory Council states, "The Council believes that all Americans must be educated to see themselves as stakeholders who have the knowledge, skills, and motivation to make informed decisions and to take responsible actions in a world of complex environmental challenges."

The California energy crisis of 2001 provides an opportunity to point out the similarities with and links to the state's water supply. In each case, wise use of resources is a key to overcome periodic and chronic shortages.

Other organizations have urged that protecting our drinking water, investing in the future of our environment, protecting our coast, ocean and rivers, and restoring our wetlands are goals needed to improve quality of life in California. These goals are directly tied to CALFED objectives and public education will be necessary to implement them. The CWAC program will help attain those goals and CALFED objectives.

3. The campaign will be a call to action by using repeated messages to get people to change their water use habits and to develop a better understanding of water in California. The campaign will target the main urban areas of California (San Francisco Bay Area, Los Angeles, San Diego, Sacramento) and the major metropolitan areas of the Central Valley. Campaign materials will also be distributed to media and educational outlets in rural areas, this effectively covering the state.

CWAC will contract with an advertising agency to prepare media related materials that have a central water awareness and conservation message. The selected agency will also assist the CWAC in obtaining media coverage through PSAs and paid advertising. All materials developed for the campaign will be made available at low or no cost to water agencies in California for use in local communities, this ensuring a wider spread of the message. By participating in this public information program, local water agencies are fulfilling several BMP's from the MOU regarding Urban Water Conservation. The CWAC would fulfill BMP #7, 8, & 9 as listed in CALFED Attachment A.

## **Technical Merit, Feasibility, Monitoring, and Assessment**

4.

- A. CWAC will conduct a RFP process soliciting at least three advertising agencies for proposals.
  - Agencies will submit proposals for a comprehensive public education program which will include television & radio ads, PSAs, print ads, transit ads, movie theater ads. These will also be tied to the CWAC web site.
- B. The chosen ad agency will:
  - Determine the theme and message of the campaign, produce videos and graphics for the various components
  - Determine target markets and media
  - Implement the campaign
  - Track placement of all components to measure size of audience, monitoring hits to CWAC web site, calls to CWAC or local water districts

The CWAC program will continue to produce an educational booklet using educational consultants and editorial services of such agencies as the Water Education Foundation. The CWAC will produce 5 such booklets starting in 2001. This year 7500 booklets will be produced for distribution to teachers throughout California.

Two \$2500 scholarships will be awarded to deserving students with the awards being presented in a special ceremony at the State Capitol during Water Awareness Month.

The CWAC web site, [www.wateraware.org](http://www.wateraware.org), will be updated with educational and public relations materials relating to water conservation as those materials are prepared.

5.

- C. Timeline: The Public Education Campaign RFP's will be distributed in spring 2001. Selection of an agency will be made by early summer 2001. Campaign materials will be designed during the remainder of 2001 and early 2002. Distribution of the Public Education materials is slated for April 2002, in conjunction with CWAC's 15<sup>th</sup> anniversary. CWAC will use the new campaign materials as the basis of multi-year efforts to increase water awareness and conservation.

The Educational booklets will be produced by the CWAC in a manner that allows distribution to schools at the same time public education materials are distributed via the CWAC's selected ad agency.

Additions to the CWAC web site will be coordinated by CWAC staff as the materials are developed.

6. CWAC will work with its selected ad agency to ascertain the amount of coverage generated by the campaign. CWAC will also survey its water agency participants for evaluation of campaign exposure to their individual constituencies. Monitoring of hits on the CWAC web site will give an indication of Internet usage of CWAC materials. Surveys of teachers will also be done to judge the effectiveness of CWAC educational booklets.

### **C. Outreach, Community Involvement & Information Transfer**

1.
  - A. Most of the components of the public education campaign will be translated in Spanish and the CWAC will target media markets with high Hispanic populations. CWAC will also investigate ways to ensure its message is delivered to various Asian populations.
  - B. In addition to the major urban areas targeted by the CWAC, water agencies throughout the state will be using the same message locally thereby targeting many CALFED service areas.

### **4. *See Attachment C 4***

### **D. Qualifications of Applicants, Cooperators, and Establishment of Partnerships**

***See attachments D 1-3***

3. The CWAC is a year-long effort to raise public awareness of water and the vital role water agencies and allied entities play in conservation, management, water supply, water quality and distribution throughout California. The campaign focuses on the month of May each year with the observance of Water Awareness Month.

The CWAC began in 1987 in response to the extended drought happening in California. Each year a network of urban and agricultural water organizations – under the umbrella of the CWAC – works together in a collaborative effort in educating the public about water in these five areas: industry, the environment, agriculture, water quality and recreation. The year 2001 is the 14<sup>th</sup> year of the campaign.

The CWAC has a two-fold purpose: to provide water agencies with information and materials to successfully plan and carry out public information and education activities in local communities, and to educate the public via statewide radio and television public service announcements, newspaper articles, movie theater ads, and more. The campaign also provides elementary school teachers with a low-cost education kit each year. A new project started two years ago is a scholarship program for college students pursuing careers in water.

## **E. Costs & Benefits**

As the CWAC is just embarking on its new public education program using an advertising agency as noted, the actual costs have not been determined. Our request for CALFED funding is based on preliminary discussions with several ad agencies. Concept design and initial material layout will be a significant amount in the first year. The first year's funding would also include the material production and the cost of media purchases to get our message to Californians. Subsequent year funding would also include media purchases, material production and agency consultation.

1.
  - Fee paid to advertising agency for creating and implementing public information campaign is estimated at \$250,000.
  - Concurrent costs, which may include paid advertising, for the following two years are estimated at \$250,000.
  - Cost sharing by the CWAC includes staff time to monitor, coordinate and assist with implementation of the program and funds from the CWAC's budget. The existing CWAC program will be used to cost share with CALFED. A tentative 2001 CWAC budget is attached for reference purposes.

2. A professional advertising agency is being hired to develop this campaign to ensure a quality product which will serve the purpose of catching the attention of the public.

There will also be a need to pay for a portion of the advertising, rather than rely on public service time, to ensure the message reaches an optimum number of people.

3. A comprehensive, high quality, public information campaign that uses repeating messages over a broad period of time can expect to change public attitudes and actions regarding water use. When the CWAC and water agencies throughout California are delivering one unified message about the importance of water conservation in the state, it is expected that the public's behavior with respect to water conservation will change. The result will be a reduced use of water in all areas of the state, which directly benefits CALFED's objectives of dependable water supplies.

Secondly, cost benefits to all water agencies are evident. Each year, the CWAC has an average of 300 water agencies, farm bureaus, cities and counties which are campaign participants. The overall cost of the program, divided among 300 agencies, is extremely low when compared to what each agency would have to spend to do a public information campaign of similar caliber on its own.

***See Attachment E3***

4. While a precise assessment of costs and benefits is not available at this time, it should be evident that an ongoing water awareness and conservation program, as conducted by the CWAC, is bound to increase water conservation efforts in a time when the state is facing increased challenges to meet the water needs of a growing population.

If our efforts result in even a small percentage of Californians

- Saving 600 gallons of water a month by fixing leaks, or
- Saving 1000 gallons a month by taking showers under 5 minutes, or
- Saving 200 gallons a week by turning off water when we brush our teeth, or
- Saving 80 gallons every time we sweep a sidewalk instead of hosing it down...

Then we are money and WATER ahead!!